

ABSTRACT

To provide a drive method capable of maintaining gradation display performance regardless of screen display brightness.

Reference numeral 491R denotes a regulator used to control reference current for red (R). By adjusting a reference current for R linearly, it is possible to linearly vary a current flowing through a transistor 472a which constitutes a current mirror with a transistor 471R. This changes a current flowing through a transistor 472b which has received a current-based delivery from the transistor 472a in a transistor group 521a. This in turn causes changes to a transistor 473a in a transistor group 521b which constitutes a current mirror with the transistor 472b, resulting in changes to a transistor 473b which has received a current-based delivery from the transistor 473a. Thus, since drive current of the unit transistor 484 changes, programming current can be changed linearly. Reference numeral 491G denotes a regulator used to control reference current for green (G) and reference numeral 491B denotes a regulator used to control reference current for blue (B).

By adjusting 491R, 491G, and 491B, it is possible to adjust white balance easily and change screen brightness easily. Besides, gradation display performance is maintained at any screen brightness.